



FOOD TAIPEI 2006, JUNE 21 - 24 USA PAVILION FACT SHEET



Organizers: USDA/FAS/Trade Show Office and the Agricultural Trade Office (ATO) of the American Institute in Taiwan (AIT).

Contact Information:

USDA/FAS/TRADE SHOW OFFICE

Tobitha Jones

North Asia Trade Shows

United States Department of Agriculture

1400 Independence Avenue, SW, Rm 4939-S, Washington, DC 20250-1052, U.S.A.

Tel: 202-690-1182

Fax: 202-690-4374

Email: tobitha.jones@usda.gov

URL: <http://www.fas.usda.gov/>

AGRICULTURAL TRADE OFFICE TAIPEI

Melody Lee

Agricultural Trade Office

American Institute in Taiwan

Room 704, 7th Floor, 136 Renai Road, Section 3, Taipei 10657, Taiwan, R.O.C.

Tel: +886-2-2705-6536

Fax: +886-2-2706-4885

E-Mail: melody.lee@usda.gov

URL: <http://ait.org.tw/en/agriculture/ato>

Show Venue: Taipei World Trade Center Exhibition Hall
Total Number of Booths: 1,313
Exhibition space per booth: Nine square meters (3M x 3M) standard, and approximately 7.45 square meters for booths with a pillar inside

Show Schedule: Hours: June 21 – 22 9:00 AM - 5:00 PM - Trade with invitations only
June 23 - 24 9:00 AM - 5:00 PM - Trade & Public (public admitted by ticket)

DATES TO REMEMBER

February 28	Registration Deadline
March 15	Payment Deadline
April 1	Last Day to submit Exhibitors' Marketing Seminar Space Reservations Last Day to submit your company information for listing at the <u>USA Pavilion Show Directory</u>
June 18-20	Booth Construction
June 20	Pre-show Briefing/Seminar
June 21	USA Pavilion Trade Reception



FOOD TAIPEI 2006, JUNE 21 - 24 USA PAVILION FACT SHEET



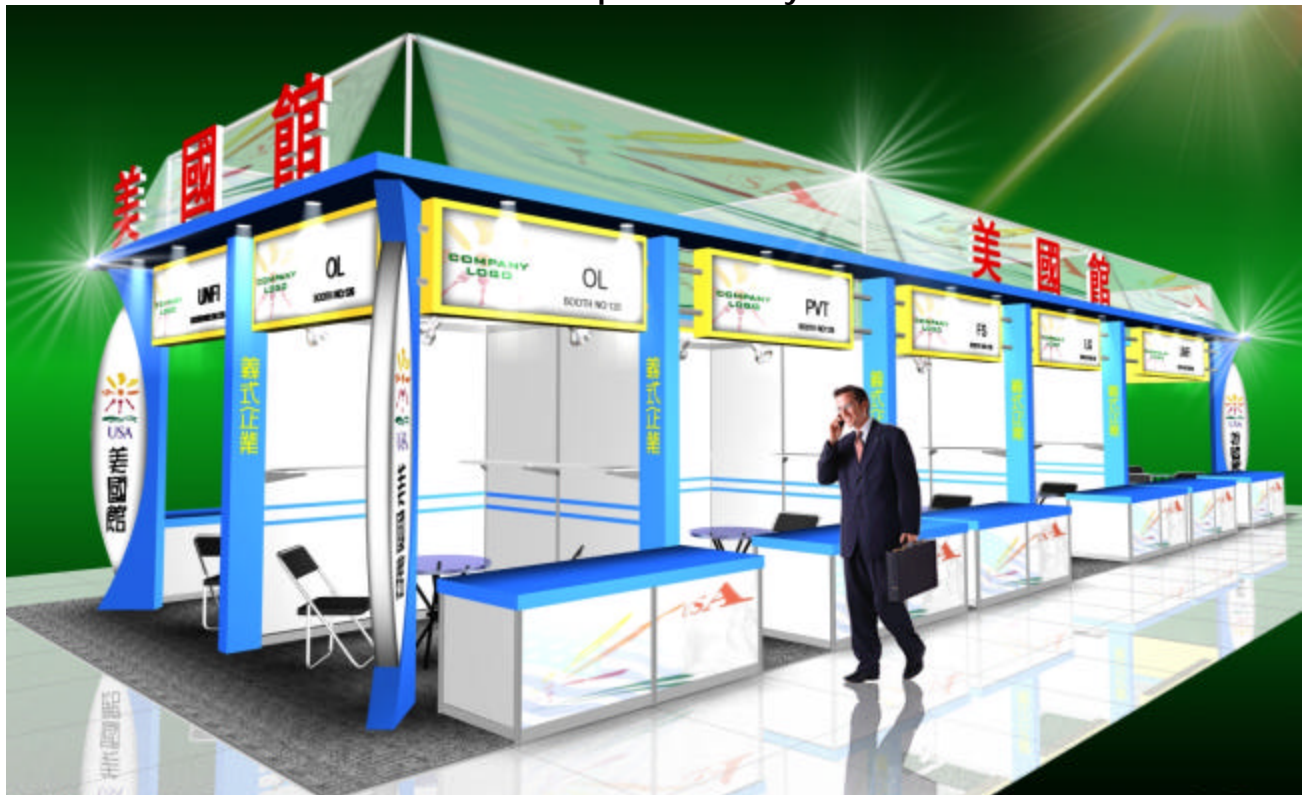
? **Booth Specification:**

The U.S. Pavilion will feature approximately ninety-six 3 X 3 meter furnished booths with partition walls and carpeting. The overall design will incorporate elements (e.g. graphics, pictures, symbols, colors, and characters) that will serve to identify the pavilion as American.

Each booth will include one demo counter/storage cabinet with lockable doors for secure storage (200 w, 50d, 75h cm), a small meeting table with two chairs, three wall shelves (100 x30 CM), one electrical outlet (110 volts 0.5 kilowatt power free of charge), one fascia board with company name (2 boards for corner booth), five spotlights, and one wastebasket.

Exhibitors shall have the option to upgrade the furnishings of the booth. The additional costs of the upgrades should be borne by the exhibitor and will be computed in the following manner: cost of upgraded item less cost of standard item. The USA Pavilion contractor should provide a price list for all additional fittings and booth furnishings for exhibitor's reference in late May.

Sample Booth Layout



? **Booths Reservation:**

Please fax the completed "USA Pavilion Booths Reservation" form early for better booth location to: Taipei Agricultural Trade Office, Fax: 011-886-2-27064885, Email: melody.lee@usda.gov

? **Booth Allocations:**

All booths at the U.S. Pavilion are located in the best location of the Taipei World Trade Center Exhibition Hall (Area D, if possible, please refer to Appendix B). After receiving full payment, ATO



FOOD TAIPEI 2006, JUNE 21 - 24 USA PAVILION FACT SHEET



will allocate space according to the following:

First: Number of Booths Registered (exhibitors must be registered and pay fees before deadline)

This is the primary priority for selecting/assigning booth locations.

Second: For exhibitors who sign-up for the same numbers of booths, booths selecting/assigning priorities will be based on the dates (based on the earlier date, if both office got the form) that ATO or TSO receives registration forms (according to the dates on appears on the top of the faxed registration form. Please fax your registration ASAP, and pay before 03/015/06).

ATO will send out a map to exhibitors to select desired booths, please mark your selections and return it to ATO within 2 working days. **ATO reserves the right to assign booths to exhibitors who fail to respond within 2 days.** Booth assignment process will begin on **March 18, 2006** tentatively.

? **Booth Cost:**

- Standard Booth Fee*: **US\$2,500** (NT\$84,000)
Please note that this fee does not cover the cost of shipping, customs clearance in Taiwan, pre-show storage, and delivery to the show site.
- *Early Bird Special*: **US\$2,375** (NT\$79,800)
Five percent discount for those who book space before **December 31, 2005.**
- Subleasing Booths** (at least 12 booths): **US\$1,850** per booth (including all services specified in Exhibition Manual except shipping and booth constructions).
- * Booth with a pillar inside will receive 5% discount. (US\$2,375 or NT\$79,800 per booth)
- ** For USDA Market Development Cooperators or SRTGs only.

? **Booths Payment:**

- Please note that booth fees are non-refundable, due **on March 15, 2006.** Application will not be processed without full payment. Payments can be in US dollars or NT dollars.
- Please make your check payable to the **"American Institute in Taiwan"** with the completed Booth Reservation Form and send to the following address:
Attn: Melody Lee, Show Manager, USA Pavilion
American Institute in Taiwan, Agricultural Trade Office
Suite 704, 7th Fl., 136, Renai Road, Sec. 3, Taipei, Taiwan

ATO's Services to USA Pavilion Exhibitors

? Hotel Reservation Service for Exhibitors

Companies interested in having hotel reservations made at the special AIT rate may contact the ATO by fax or email and provide the following information:

- Company name
- Full name of guests



FOOD TAIPEI 2006, JUNE 21 - 24 USA PAVILION FACT SHEET



- Date of arrival and departure
- Choice of hotel (please make three selections, in case one turns out to be unavailable, and number them by order of preference, number 1 being the first choice)

We recommend that you make your reservations as far in advance as possible because rooms at choice hotels are likely to be booked up the closer it gets to the date of the show. Reservations will be made on a first come, first serve basis. Once the reservation is made, we will send you a confirmation by fax or email with your reservation number.

Please refer to Appendix A for a list of international hotels and their rates information in Taipei. Hotel rates are based on AIT's procurement office's annual contracts with hotels and are subject to change after renewal of annual contracts.

? *Business Center/Internet Café*

U.S. exhibitors are welcome to utilize the USDA sponsored business lounge in the pavilion to meet with potential buyers in a relaxed atmosphere to discuss business opportunities and strategies with Taiwan buyers. Coffee/tea and light snacks will be served in the business lounge. Public PCs and Internet connections are also available for exhibitors to check emails.

? *Trade Reception*

An evening reception is tentatively scheduled for **June 21**, 2006. Key food importers will be invited to meet with the U.S. exhibitors at a five-star hotel.

? *Media Coverage of the U.S. Pavilion*

The ATO will send out press releases to generate publicity for the U.S. Pavilion. Exhibitors are also eligible to participate in the Press Conference organized by TAITRA few days before the show.

? *Pre-Show Briefing/Seminar*

ATO will host a Pre-show briefing/seminar on **June 20** to discuss the outlook and significant trends for the Taiwan food industry.

? *Marketing Seminars*

To encourage our exhibitors to hold seminars, the ATO has reserved one on-site conference room for June 22, 2006 for the exhibitors. Assignment of conference rooms is on a first-come-first-serve basis. A written reservation request with a short seminar proposal must email to ATO Taipei before **April 1, 2006**.

? *US Exhibitors/Taiwan Importers Meetings*

U.S. exhibitors will be able to meet with purchasing executives from Taiwan's major supermarket and hypermarket chains in special meetings arranged by the ATO during the show.

? *U.S. Pavilion Directory*

In addition to TAITRA's general exhibitor directory, the USDA will publish a U.S. Pavilion Directory featuring U.S. exhibitors and their food products. The directory will be distributed to key Taiwan food importers with show invitations. Please send us or email your company and



FOOD TAIPEI 2006, JUNE 21 - 24 USA PAVILION FACT SHEET



product information to the ATO Taipei in the format below and photos (jpg or gif image files preferred) --no later than **April 1, 2006**.



FOOD TAIPEI 2006, JUNE 21 - 24 USA PAVILION FACT SHEET



Appendix A

Please note that the hotel rates below are subject to change.

Hotel	To TWTC (by taxi)	Offer New Rate	Breakfast	Internet Connection	Room type
Far Eastern Plaza	10 minutes	NT\$5,500net	Buffet	yes	Deluxe
Howard Plaza	15 minutes	NT\$3900/B (DSG)	Buffet	Complimentary ADSL connections	Deluxe Single
Sheraton	25 minutes	NT\$5,200 net	Buffet	Free	Deluxe
Grand Hyatt	Walking Distance (5 minutes' walk)	NT\$5280net	Buffet	free ADSL	Grand Room & Grand Deluxe Room
Formosa Regent	20 minutes	NT\$5,180net	Buffet	free ADSL	Superior/Deluxe
Sherwood	20 minutes	NT\$4200/Superior	Buffet	yes	Superior/Deluxe
Westin	25 minutes	NT\$ 5,000 net	Buffet	yes	Deluxe
Evergreen Laurel	25 minutes	TWD4300 net	Buffet	yes	Deluxe
Landis Taipei	30 minutes	NT\$5,280 net	Buffet	Complimentary High Speed Internet Service	Superior

USD 1.00 equals NTD33.6 as of November 18, 2005

Appendix B

TWTC Exhibition Hall Ground Floor Information

Booth Size: 3m X 3m (with column pillar inside the booth, the size of booth will be less than 9 square meters.)

Total Number of Booths: 1,313

Floor Loading: 1,300kg/m²

Exhibits Entrance: 7.0m (width) X 4.2m (height)

Ceiling Height: 7M for Area A, B, C

45M for Area D

■ Pillars Size: 2.5m X 2.5m

*Booth layout is for reference only and subject to change.

